



# A partnership that means business

## SSAI, local chambers build opportunities for older workers

Through an innovative new partnership, Senior Service America, Inc.'s local SCSEP sponsors and their chambers of commerce are promoting employment for older workers in small- and medium-sized companies. The collaboration seeks to balance the requirements of employers with the social, economic and civic engagement needs of older people — especially those with limited income, education and job skills. And so far, the results are promising.

- On June 15, several national and local SCSEP sponsors participated in an official pre-White House Conference on Aging event convened by the Center for Workforce Preparation of the U.S. Chamber of Commerce.
- Some 60 percent of SSAI's local SCSEP sponsors are members of at least one local chamber of commerce.
- More than 75 percent of SSAI's local SCSEP sponsors actively participate in local chamber activities. Among them:

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### ■ Modesto, California

In concert with the **Center for Senior Employment**, the **Modesto Chamber of Commerce Visitor's & Convention Bureau** has hosted community service positions and hired low-income mature workers to promote economic development and civic engagement in Central California.

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### ■ Eau Claire, Wisconsin

**Senior Citizens Employment & Training, Inc.**, and the **Eau Claire Area Chamber of Commerce** co-sponsor the annual "Age of Opportunity" mature workers job fair, which is held at a local shopping mall. The 2005 events will incorporate three chambers and cover the entire Chippewa Valley region.

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### ■ Anniston & Sylacauga, Alabama

In partnership with the **East Alabama Regional Planning & Development Commission**, both the **Calhoun County Chamber of Commerce** and the **Sylacauga Chamber** have acted as "host agencies" for SCSEP-eligible mature workers, who were placed as staff persons in local chamber offices and became "part of the family," in the words of one chamber administrator.

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### ■ Warwick, Rhode Island

As integral parts of a network of non-profit organizations, **Westbay Community Action** places mature workers in community service positions at the **Central Rhode Island Chamber of Commerce Education Foundation**, which operates outstanding youth-mentoring and computer literacy programs. Leaders of Westbay, the Central Rhode Island Chamber, and the Foundation collaborate on many volunteer programs through their local Rotary Club.

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### ■ Baltimore County, Maryland

Attracting more than 10,000 participants in 2004, the region's Baby Boomer Expo/Senior Expo is organized by the **Baltimore County Department of Aging** in cooperation with the **Baltimore County Chamber of Commerce**. The directors of senior centers are members of chambers in the Baltimore area.

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### ■ Annapolis & Anne Arundel County, Maryland

The **Anne Arundel Workforce Development Corporation** (AAWDC) is a member of seven local chambers of commerce in Annapolis and Anne Arundel County, Maryland, where the local chambers help to market the organization's annual Senior Job Fair. The AAWDC participates in local chamber activities, and makes regular presentations about their services to chamber meetings.

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## About Senior Service America, Inc.

Senior Service America, Inc., is a national sponsor of the Department of Labor's Senior Community Service Employment Program and operates SCSEP through subgrants to 107 local organizations in 23 states and the District of Columbia. SSAI also is a national sponsor of the Environmental Protection Agency's Senior Environmental Employment Program.